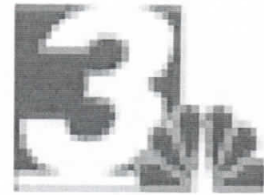


ORDER


WKYC

Orders
Order / Rev: 723946
Alt Order #:
Product Desc: MANDEL / KENNEDY SPLIT
Estimate:
Flight Dates: 10/23/12 - 11/06/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: Political

Primary AE: Denel Kizler
Sales Office: WKYC
Sales Region: LOC

Agency
Name: Strategic Media Placement/ POL
Buying Contact: Nicholas Everhart
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Mandel/ US Senate - Kennedy/ Ohio S
Demographic: A25-54
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	8	\$15,200.00	\$12,920.00
10/29/12	11/06/12	17	\$34,800.00	\$29,580.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	8	\$15,200.00	\$12,920.00	0.00
November 2012	17	\$34,800.00	\$29,580.00	0.00
Totals	25	\$50,000.00	\$42,500.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	10/23/12	11/06/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	11111--	:30	5	\$1,400.00	P-2	0.00	NM	10	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1111--		4				\$1,400.00		0.00			
Week:		10/29/12	11/04/12	11-11--		4				\$1,400.00		0.00			
Week:		11/05/12	11/11/12	11-----		2				\$1,400.00		0.00			
N 2	WKYC	10/23/12	11/05/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	11111--	:30	5	\$2,400.00	P-2	0.00	NM	9	\$21,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-11-1--		3				\$2,400.00		0.00			
Week:		10/29/12	11/04/12	11111--		5				\$2,400.00		0.00			
Week:		11/05/12	11/11/12	1-----		1				\$2,400.00		0.00			
N 3	WKYC	10/23/12	11/05/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	11111--	:30	5	\$2,400.00	P-2	0.00	NM	6	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1-----		1				\$2,400.00		0.00			
Week:		10/29/12	11/04/12	11-11--		4				\$2,400.00		0.00			
Week:		11/05/12	11/11/12	1-----		1				\$2,400.00		0.00			
													Totals	25	\$50,000.00